

Call to Order

Chair Penney called the meeting to order on May 16, 2006 at 8:31 AM. She mentioned that this is *Arts in Education Week*, as declared by the Governor, and said it provides opportunities to spotlight the value of the arts in our communities. Penney thanked Commissioner McKay for his role in hosting the meeting at Columbia Basic College, and arranging the dinner the previous evening at the Hedges Family Estate. She said, "It was just magic."

Welcome

Representative Larry Halder of District 8, welcomed everyone to the Tri-Cities area. He pointed out the rapid growth of the area in recent years (6-7% per year) and stated that the growth builds critical mass and leads to a self-sustaining community where the arts will naturally grow. He expects a flourishing of the arts and the wine industry in the Tri-Cities region.

Richard Cummins, Vice-president of Instruction at Columbia Basin College and a member of the English Department faculty, extended a welcome. He commented on leadership in the area, then read *Archaic Torso of Apollo* by the German poet R. Maria Rilke.

Chair Penney commented on the good discussion at yesterday's two meetings (on the Arts Education Resources Initiative and Creative Vitality Index). The room was filled with thoughtful, articulate people who had much to share. Commissioner McKay echoed that it was a very positive day.

Approval of Agenda

Kessler moved to approve the meeting's agenda as written. Moore seconded. The motion carried unanimously.

Chair's Report

Penney referred to her report included in the packet and on file. She mentioned that Victor Chacon was unable to attend last night's dinner, and she expressed appreciation for his service to the Commission. Chacon has been appointed to the Governor's Commission on Hispanic Affairs. Senators Thibaudeau and Finkbeiner will not be running for re-election, and therefore not continuing as Commissioners. Penney named McKay, Mandenberg and Bridges to the Nominating Committee to prepare nominations for the August meeting. Mandenberg is Chair-elect, so is scheduled to assume duties as Commission Chair in August. McKay confirmed that the phone survey would be repeated with the same questions as in previous years.

Director's Report

Tucker referred to her report included in the packet and on file. She thanked McCurdy for her service on the State Quarter Advisory Committee (SQAC) and related that the Governor had announced her design choice in a dramatic presentation at an elementary school. The US Treasury is expected to approve the design this summer, and the rollout of the minted coin is expected around March/April 2007. The Governor may expect participation by the Arts Commission.

Tucker reported that she received a letter from the organization that hosted her trip to China two years ago, inviting her to return in June 2007 and bring a delegation to continue discussions about opportunities for exchange of artists. Bruce asked if this would be to Beijing. Tucker said the specific destination has not yet been determined, nor is it clear how this fits with other priorities. Moore asked if

there was a ballpark figure on cost. Smith estimated \$4000 per person. Leo-Gwin discussed a plan for a system for Chinese students to get an American education online. Lazo said the president of Mexico is coming to the US, and will visit Yakima; and that other countries could appreciate WSAC attention.

Tucker reported that the Cultural Congress, held in Leavenworth April 24-26, had its best attendance ever. At the Congress, she led a discussion on the public value of the arts, based on Mark Moore's books. McCurdy said the Cultural Congress schedule was full, and it was time well spent. Penney appreciated the level of expertise of the presenters.

Tucker reported that the computation of the Creative Vitality Index (CVI) based on 2005 data is expected by early fall. Conversations about the CVI have been rigorous. It is important to understand that the CVI is an index; it doesn't measure everything. Commissioners may be interested in hosting a discussion in their communities. McKay commented on yesterday's CVI presentation, noting that there were some statisticians in the group with their own ways to interpret the numbers. Tucker emphasized that since only 12 Workforce Development Areas in the state were used, trying to make sense of the numbers can be a challenge, but that the intent is to have a richer conversation; what other studies might complement the CVI. Bruce asked McKay how he had gotten the word out about the CVI presentation. McKay replied that he had invited statisticians from the college, members of Richland and Kennewick arts commissions, someone from the Visitor and Convention Bureau, a gallery owner: he tried to put together a group of 10-15 people who "wear different hats" and can bring different perspectives to the conversation. Smith has hosted a forum about a year ago, inviting people from throughout the county, including the County Executive, whose staff continues to integrate it into their planning. Penney mentioned that timing is important; it's not a controversial thing, not at a critical juncture and a distraction. It's really well laid out.

Tucker reported that yesterday's Arts Education discussion was fruitful. Having the Governor's proclamation for Arts in Education Week seems to have made a difference, increasing visibility. Barnes and Noble supported Arts Education week.

The Arts Ed Washington annual meeting is Thursday, May 18, 2006.

Consent Agenda

Minutes of the February 15, 2006 Commission meeting in Olympia were unanimously accepted as written.

Penney called for a motion to ratify the Professional Development Assistance Program (PDAP). Moore moved to ratify the decisions of the Executive Director as submitted. Kessler seconded. The motion carried unanimously.

Penney called for a motion to deaccession artwork as recommended by the Visual Arts Committee. Kessler asked if the works listed were "lost" versus 'stolen'. Huber explained that sites submit inventory reports. Kessler expressed concern that there are not pictures of all of the artwork. Huber explained that currently there is a process of scanning images of all the art, but some of the artworks in question were acquired long ago, when the technology for images was different. Kessler noticed that most of the works reported lost are from schools. Huber said there is now a new policy for art in schools; small pieces are no longer being purchased, but site-specific works are being commissioned. Staff is working with schools on ways to track the works in their possession, but from her perspective, the quantity reported missing is relatively low and not cause for alarm. Taylor explained that four years ago the purchase program for school artwork was suspended, and there is now a way for schools

with small budgets to pool funds for commissioned works. There is also now an option for a curated program, and a better system of documenting the collections. Leo-Gwin asked if there was any feedback from the artists. Taylor said some are disappointed that the purchase program was discontinued, and some are interested to learn how to transition to being considered for commissioned work.

Merriman moved to accept the recommendations for deaccession. Mandeborg seconded. The motion carried unanimously.

Penney called for a motion to ratify the Project Support Program (PSP) grants. Tsutakawa explained that PSP is the lowest level of support for specific projects. Applicants who were not funded are encouraged to reapply; often it is the applicant's inability to communicate about the project that results in not being funded. Kessler asked if help is provided. Tsutakawa said staff is always available to help applicants by answering questions, reading drafts. Curtiss noted some of the non-funded applications where expenses to revenue did not align, and asked if that is made clear in the grant guidelines. Bidwell reiterated "Bidwell's Three Rules of Grantwriting": 1) Read the guidelines, 2) Read the guidelines, and 3) READ THE GUIDELINES! Finnie asked if Commissioners should encourage people in their communities to apply for the PSP grants. Tucker replied in the affirmative, reminding that it is up to staff to advise about eligibility or assist with applications. Moore asked what kinds of things these grants are for. Tsutakawa said these grants are for a specific event, not an ongoing program, and must be open to the public. Barnett added they may be submitted through a fiscal agent. McCurdy confirmed that staff do encourage those not funded to re-apply and provide them with information about why they weren't selected this time.

Greeley moved to ratify the PSP grant recommendations. Moore seconded. The motion carried unanimously.

Penney called for a motion to ratify the Cooperative Partnership Program (CPP) Contracts. Tsutakawa mentioned that although it will be a challenge to make up cuts in NEA funding, staff felt strongly not to cut CPPs. Curtiss asked for clarification of the percent earned income figure. Moore asked if any of these groups receive other funds from the state. Tucker explained that Artist Trust also received some WSAC funds last year for the Washington Artist Health Insurance project. This is the only regular grant WSAC provides to these four groups. Moore moved to ratify the CPP contracts. Smith seconded. Bruce asked if there was information about how long WSAC has funded these groups. Tsutakawa said there is no promise of continuation; the terms of the contracts always specify if funding is available. Tucker further explained that these are contracts for service initiated by WSAC; it is a cooperative partnership. Some organizations that may be helpful in the future are VSAArts of Washington, Arts Ed Washington, and Washington Lawyers for the Arts. Tsutakawa said the chart shows a very brief description of the services of each organization, that they provide consistent technical services. McCurdy clarified that the services provided are statewide, not limited to the city of the organization's office. Smith mentioned that she had not seen these groups linked to the WSAC website. The vote was then taken, and the motion carried unanimously.

Strategic Plan

Penney thanked the Interim Committee for its work on the Strategic Plan and referred to pages 23-27 and the additional page from the second mailing entitled Budget Highlights. Tucker recapped the timeline: The State approves budgets biennially based on strategic plans, with a full planning process every two years, and

a shape up on the alternate two years. We are now developing the Strategic Plan for the 2007-2009 Biennium. Tucker is seeking the Commission's approval of this Strategic Plan, which will be submitted to the Office of Financial Management (OFM) on June 1. At the August WSAC meeting, the budget request (based on the Strategic Plan) will be presented, and it then goes to the Governor for inclusion in her budget, which is released around December. The separate report, Anticipated Budget Highlights, is not for approval today, but merely for discussion.

Tucker referred to p. 23 of the packet to review the big picture, and then go through the goals one-by-one. She said she is excited about it, realizing it is a good plan based on constituent input. Goal 2 is new; public art was previously within a broader goal. Curtiss asked what built environment means. Taylor said it refers to new buildings and the ½ of 1% designated for art installations in them; the local committees make the decisions. Tucker noted that phrases used in the strategic plan need to make sense to people not in this room, so something confusing to us should be reconsidered.

Considering Goals 3 and 4, Nichols asked if their order indicated priority; Tucker said it does not. Nichols asked what is meant by to improve student achievement. Lazo suggested that it means art should raise awareness of social responsibilities. Greeley believes we should talk about balanced education. Bruce suggests create better citizens. Moore feels this page is very satisfying, and likes the economy of words; he feels all the things mentioned are implicit in what's stated. Curtiss said for her, student achievement seems limited. Bruce said the point is that the arts education helps every student. Kessler wondered if the word 'enrichment' rather than 'achievement' would be better. Moore said the idea is that arts are part of a balanced education. Tucker explained that there's an additional layer not in the packet; there are action steps developed for each goal to help staff determine cost. Mandenberg asked for clarification of the audience *now* for the Strategic Plan. Tucker explained that it is submitted to OFM and the Governor's Office, but in practical terms its value is for us.

In further discussion, Commissioners expressed interest in tracking the implementation of the plan. It was agreed that the Nominating Committee will ask Commissioners how they'd like to use the Strategic Plan.

GOAL 1: Expand public access to and participation in the arts to increase cultural opportunities and improve community vitality. Commissioners discussed Goal 1 as a strong goal, stated well.

Barnett asked staff to consider how Cooperative Partners help us meet the goals of the strategic plan.

GOAL 2: Integrate public art into the state's built environment to advance community aesthetics and dialogue.

Commissioners saw Goal 2 as well developed and comprehensive. The move to digital technology looks to the future and keeping arts accessible to place-bound citizens.

GOAL 3: Incorporate the arts into the education of every Washington student, kindergarten through grade 12, to improve student achievement.

Commissioners discussed WSAC's role with higher education, and shared concerns that WSAC may be spread too thin. School boards have an important role and can help with Goals 3 and 4. Arts in education are important in addressing/expressing diversity. A roster of teaching artists is envisioned to emphasize relationships with teachers.

GOAL 4: Expand public and private support for the arts to increase resources, improve policies, and enrich understanding and awareness.

Commissioners saw this goal as more loosely framed than other goals. Nichols expressed concern about WSAC's role with international, as the agency has so much to do within the state; Curtiss agreed. Greeley noted that strategic plans are frameworks and living documents and will change.

Moore moved to accept the Strategic Plan. Bruce seconded.

In further discussion, Commissioners asked staff to revise the Arts in Education goal to not use the term student achievement, and to note Commissioner comments regarding higher education and diverse cultures.

Unanimous approval to accept the Strategic Plan.

Anticipated Budget Highlights to the Strategic Plan

Tucker referred to the budget highlights memo distributed and on file, explaining that this reflects anticipated costs to implement the strategic plan just approved. Curtiss noted that there is \$4000 for ADA access compared to \$50,000 for international; Tucker explained that funding for access programs is also included in other programs. Nichols said \$6000 for technical assistance seems low. There was further discussion about how the requests and how to best explain the needs we will be meeting with new funding. At the August meeting, staff will provide charts that show some history and context for the requests.

Advocacy - Meetings with Legislators

Greeley explained that Commissioners are asked to meet with Legislators in the coming months to build relationships and learn more about the legislative process. This will be very helpful as we develop our advocacy efforts. Commissioners will be getting a list of questions to ask Legislators.

Kessler advised Commissioners on meeting with Legislators. She noted that other community leaders are also influential, such as school boards, community colleges, and service groups like Rotary.

Merriman asked if commissioners should be aware of anything to say/not say.

Kessler encouraged commissioners to build support for *what* we do, not to talk about money in visits this summer.

McCurdy mentioned that a regional Chamber of Commerce has convened an arts council.

Tucker differentiated between advocacy and lobbying, providing a memo from NASAA. Also, each Commissioner was given a booklet with photos and contact information about all legislators, and flags indicating which legislators they should visit.

Greeley said the goal is for commissioners to meet with the legislators as assigned by WSAC's August meeting.

Gretchen Johnston mentioned that there will be parallel activities going through Arts Alliance and sharing of information with WSAC.

A breakout session allowed commissioners to talk together about meeting with legislators. A brief discussion followed.

Greeley reminded Commissioners to learn about the legislator prior to the meeting.

Moore asked if it was important to leave something behind.

Kessler said it was optional, but should be kept simple.

Greeley suggested taking something along in case it seemed appropriate to leave it, knowing that you could choose to use it or not.

Curtiss confirmed that leaving behind a postcard of her dance program would not be a conflict of interest.

Kessler pointed out that all legislators have a website with resume, list of committee memberships, etc -- it is a broad look at the individual, but helpful. She reminded commissioners that she is a resource also.

Greeley emphasized that this is a first step in long-term process.

Visitor from Tourism Walla Walla

Michael Davidson, new director of Tourism Walla Walla, informed the Commission about the establishment of a monthly First Friday Arts Walk in the community, and the coming of the Art Train on its national tour.

Consider Grant Panel Recommendations

Arts in Education

Lisa Jaret referred to her reports (pages 32-33 in the packet, two pages in the second mailing, and on file.) She explained that Community Consortia (\$8000 - \$35,000) involve broad involvement with schools, often with established, continuing programs, while First Step Grants (\$1500 - \$4000) are smaller (minimum one school one artist), often new. The panelists read applications in advance, and came with rankings.

Commissioner Bridges commented on the Consortia panel: (Though absent from the meeting, Bridges asked Jaret to convey the following.) The panel members all contributed well. There is still work to do to clarify the First Step grants as related to Consortia grants. One observation was that some grants in the Community Consortia were heavily focused on residencies, as opposed to focusing on long-standing partnerships among key local agencies leading to teacher capacity building in the arts. But there were several incredible examples of comprehensive partnerships in Consortia, some of them where developed partnerships might be able to serve as mentors to the other communities. We're on the right track in strengthening the selection process.

Commissioner Leo-Gwin commented on the First Step panel: Since this was only the second year of the First Step grants, the process is evolving and questions naturally came up -- the first being defining *First Step*. The pool of applicants was tremendous. SEED is a well-established, large program, but they are starting something brand new with their First Step request. On the other end of the spectrum, Shaw Island is a one-room schoolhouse with twelve students. Applicants had differences in resources for grant writing; large communities may have experienced grant writers, while in some smaller communities it appears that no one even proofed the application. Applicants came from small, geographically isolated communities and from large metropolitan communities. We looked at need to help small communities with fewer resources. In the large metropolitan communities, we want to see success for our taxpayer dollars. Panel members wanted me to bring to the Commission that funding for programs or solutions may not fit into the regimented Consortia format. The Commission has previously asked, "Is a \$1,000 grant worth it?" The panel also weighed this. In the end, we decided to just go ahead and give \$1,500 as a minimum grant - and if the applicant didn't want it they could turn it down. I still think the

Commission should consider if there should be a minimum amount that we should award. Are we burdening some of the smaller organizations that don't have the personnel to administer the grant? We decided to fund everybody. This is the first step. What does that first step mean?

Jaret observed that there were some really great policy discussions on both panels. The First Step grant has some more complexities and more things that are difficult to work out about it. There is currently an evaluation process being done by Michael Sykes, who has done a lot of our Consortia evaluations in the past. The original concept behind First Step was to help new partnerships evolve to the point where they could be one of the Consortia programs. We are now trying to determine if that is really the right goal, and if so, if we are setting it up correctly. Or do we want to be able to fund small partnerships that might never be meant to get to that level? And does that change what some of the goals are?

Nichols said she feels that receiving only twelve applications for First Step indicates that we need to look again at this category.

Penney thanked the committee and asked for a motion to approve the recommendations of the Consortium and First Step grants panels.

Barnett moved; Greeley seconded. Moore, Smith, Curtiss and Nichols declared a conflict of interest. The motion carried unanimously.

Folk Arts

Willie Smyth cited a WESTAF report that 70% of people participate in the arts, but that with 48% of the Folk Arts applicants having an income less than \$35,000, it's safe to say they do not attend museums much. The Folk Arts program can provide a balance. This year's applications came from vastly different traditions. Apprenticeship grants support the teaching of traditional heritage arts by master artists to students. Ten grants of approximately \$3,000 each are given. Fellowships are outright grants, no project is required; it is an acknowledgement of community contributions and excellence in traditional arts.

Moore moved to approve the recommendations of the Fellowship Grants panel. Kessler seconded. The motion carried unanimously.

Greeley moved to approve the recommendations of the Apprenticeship Grants panel. Barnett seconded. The motion carried unanimously.

CONSIDER BUDGET

MacMillan referred to his two reports, provided and on file.

Financial Report for Fiscal year 2006 as of 3/31/06

Moore moved to accept the report. McKay seconded. The motion carried unanimously.

2005-2007 Biennium Budget

Discussion revolved around the NEA's awards, and shifting of some funds from the Challenge America to American Masterpieces programs.

Bruce moved to accept the report. Leo-Gwin seconded. The motion carried unanimously.

REPORTS

Access Committee

Curtiss showed a video from a three-day integrated dance workshop held at Centrum May 4-7. There was participation by 19 people from as far as Chicago,

Denver and Portland, and a choreographed dance performance including a wide range of physical abilities. Curtiss reported that the experience was valuable and empowering. Bidwell gave statistics that in the future 17-20% of the population will be disabled in some way, and Washington State has the second largest combination of deaf/blind residents in the US. She announced another workshop (May 23-24) to be held at Fort Worden (Centrum) to train people from around the state to assess the accessibility of cultural facilities. After training, participants will work in teams to do surveys. Nearly fifty people are expected, with nationally recognized trainers coming from Massachusetts.

Bidwell mentioned that the ADA is coming up on its 20th anniversary. The NEA's self-assessment (website) has been done. WSAC is not in a regulatory role. Curtiss stated that it is the law that organizations WSAC funds comply with the ADA. Bidwell said the WA State law is more inclusive than federal law.

PROGRAM NEWS

Arts Participation Initiative - Tsutakawa distributed an article ("State Spotlight," on file) published by the National Assembly of State Arts Agencies (NASAA) describing the highly successful API project in Wapato. She announced the hiring of Saya Moriyasu to conduct special training in capacity building for the grassroots organizations that receive grants.

Arts in Education - Jaret referred to her report (pages 35-36 in the packet and on file.) The Poetry Out Loud competition was sponsored by the NEA. The state winner, Mollie McComb of Rainier, won a trip to Washington DC to participate in the national competition. The contest generated a great deal of interest in the participating schools, and Lisa expects it to be repeated next year, perhaps expanding beyond the capitol area.

Arts in Public Places - Taylor pointed out that the format of the AIPP report, in the packet and on file, has changed to include things planned and a section on conservation. June 9 is the deadline for applications for the artist roster, a list of artists who can then be considered for public school projects.

Penney reminded Commissioners that the next meeting is Aug 1-2 in Ellensburg, and the interim committee will meet before then to polish the budget. She also recalled that at the last meeting she had challenged all Commissioners to join the Washington State Arts Alliance; Gretchen Johnston confirmed that several have done so. Lazo shared a class project done in a college class; she recently graduated with a degree in theatre. Curtiss encouraged new participation on the Access Committee. Penney asked Barnett to end the meeting - she referred to bringing our head, heart, and hands to anything we do.

The meeting was adjourned at 3:20 pm.